



DIGITAL & CLOUD SERVICES APPLICATION MIGRATION



LIFE IS FOR SHARING.

DIGITAL & CLOUD SERVICES ACCELERATION SOLUTIONS

...MAKING DIGITIZATION SIMPLE

Fit for Future

To remain competitive in today's market environment, businesses of all sizes in every sector need to digitize. Cloud-based solutions are key to this process, delivering security, flexibility and cost savings. We make digitization simple, adapting IT to suit our customer's needs – keeping it secure, up-to-date and scalable. Make your business fit for future together with a future proof provider.

Security First

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Smart Cost Management

The flexibility and scalability of cloud solutions means you only pay for the services you use, when you use them - cutting service and energy costs. Spending only what you really need to is good for your pocket, and the environment.



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...MAKING DIGITIZATION SIMPLE

Simply focus

Thanks to cloud solutions our customers save time and money, which can be spent on what they do best, developing their companies. Employees can collaborate with ease wherever they are, whatever time they're online – boosting your business.

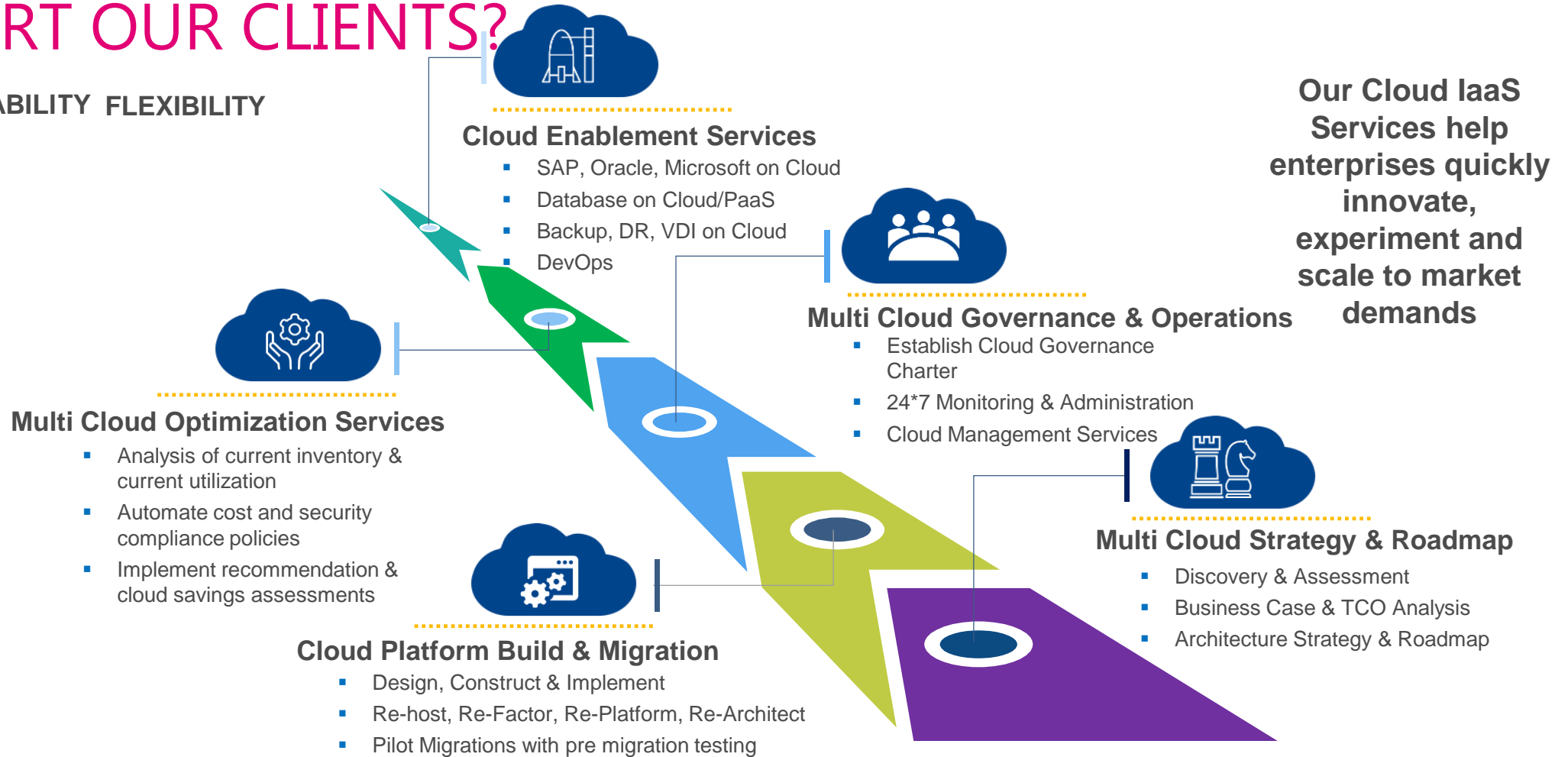
Individual solutions, personal contact

One size doesn't necessarily fit all. Our team offers a range of services from comprehensive consulting and individual advice, selection of the right solution for your needs, to the migration of existing data, setup and support during operations. All from a single point of contact.



DIGITAL & CLOUD SERVICES OFFERING - HOW DO WE SUPPORT OUR CLIENTS?

AGILITY SCALABILITY FLEXIBILITY



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 **SOLUTION
ACCELERATORS**

Cloud
rapidAdopt

Cloud
migXpress

Cloud
brokerage

Cloud
x-ray



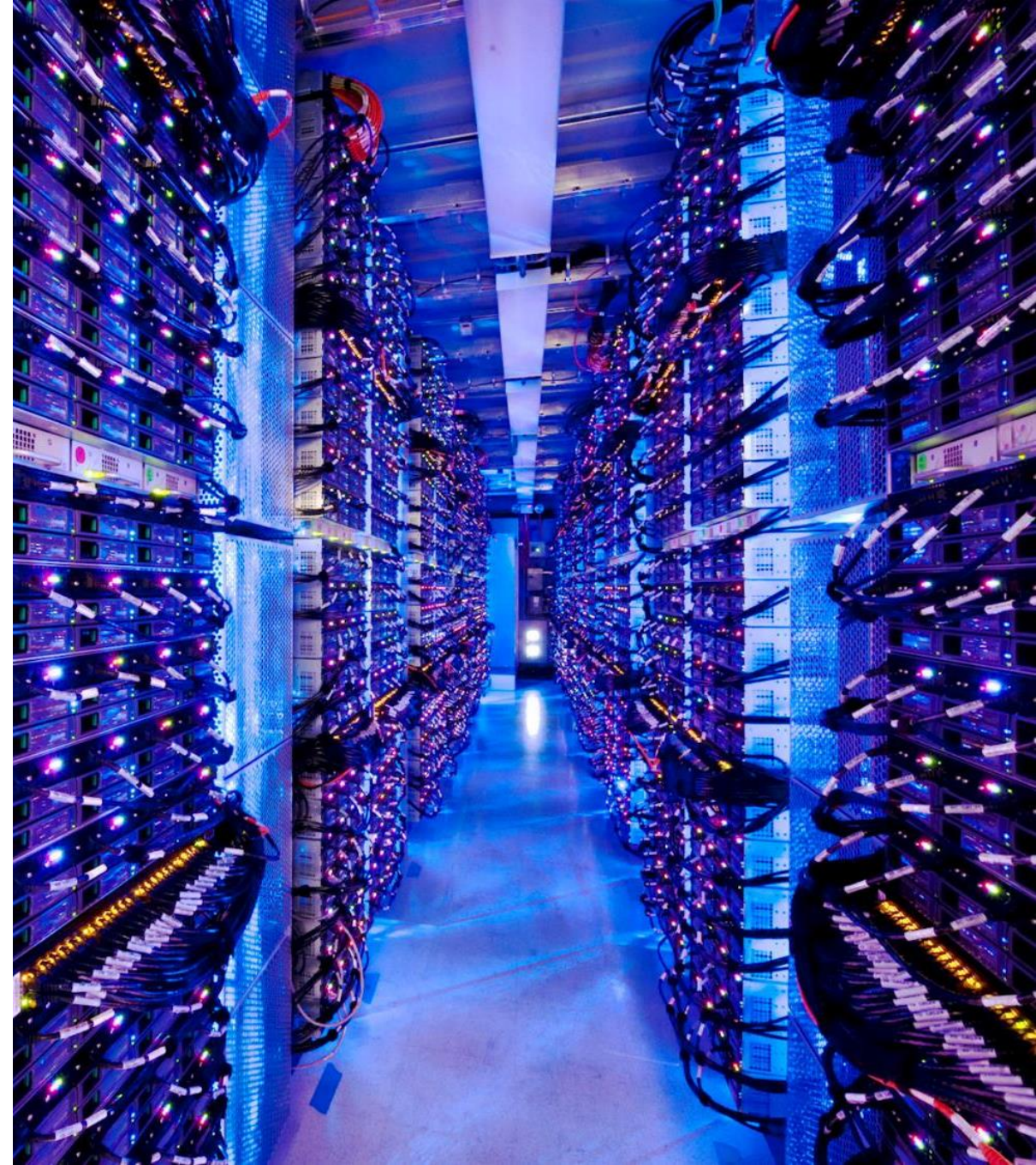
ENTERPRISES MIGRATING TO
CLOUD. THE FUTURE IS HERE.

BUSINESSES ARE MIGRATING TO CLOUD

- **69%** of enterprise organizations are currently migrating data for enterprise resource planning (ERP) applications to the cloud. -- Cloud Security Alliance, 2019
- Top cloud migration challenges include the moving of sensitive data (65%), security (59%), compliance challenges (54%). -- Cloud Security Alliance, 2019
- The average business runs 38% of workloads in public and 41% in private cloud. The cloud computing statistics also show the public cloud spend is growing three times faster than the private cloud usage. –RightScale, 2019



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STRATEGY THAT DRIVES INNOVATION AND GROWTH

Organizations that harness data, the cloud and AI outperform their peers.

- ~2X operating margin
- \$100M additional operating income

Infrastructure

80% reduction on administrative work

- Remove patching, network setup, firewall configuration
- Enable application innovation

STRATEGY THAT DRIVES INNOVATION AND GROWTH

Applications

Websites running in minutes

- Remove the need to wait for servers
- Enable application innovation

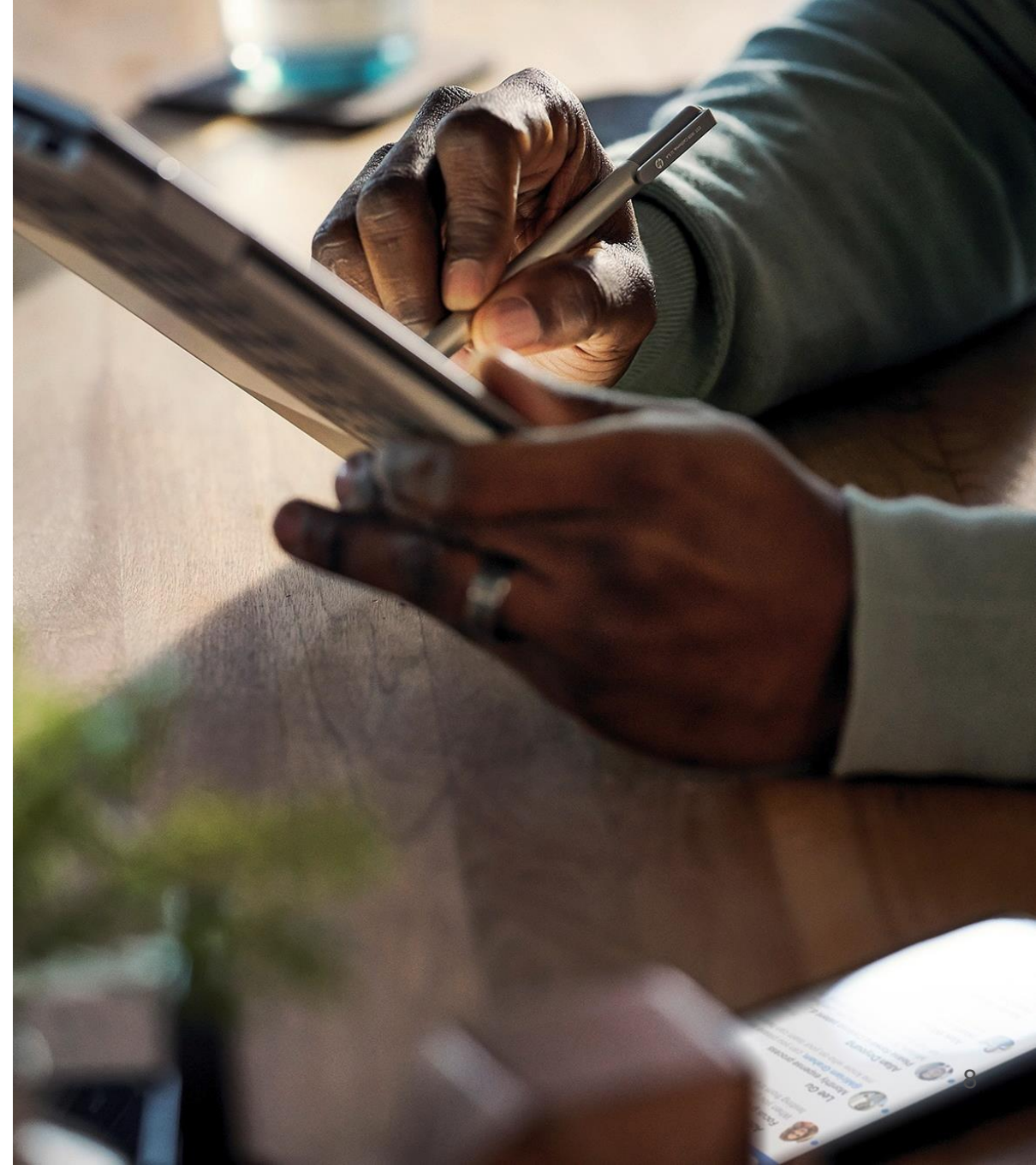
Data

New data analysis approaches

- With cloud we collect data we couldn't before



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CLOUD IS THE NEW MAINSTREAM

“

**AT THIS POINT, CLOUD ADOPTION IS
MAINSTREAM.**

SID NAG- RESEARCH VP AT GARTNER

”

Public cloud IaaS workloads will experience 60% fewer security incidents than traditional data-centers by 2020.

- Gartner predicts that through 2022 at least 95% of security failures in the cloud will be caused by the customers.
- Security is costly and not everyone can afford it.

The average cloud budget for enterprises in 2018, reached \$3.5 million.

- About a third of companies' IT budget goes for cloud services.

The worldwide public cloud services market is forecast to grow 17% in 2020 to total \$266.4 billion, up from \$227.8 billion in 2019. ¹



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INNOVATION IS DRIVEN BY APPLICATION MODERNIZATION

IT Challenges

- 72% budget assigned to keep-the-lights-on functions.
- Only half of decision makers could get help from technologists, with their analysis needs.
- Demand for mobile apps is 5x the capacity of IT.

Business Needs

- Rapid Innovation.
- Connect with customers and empower employees.
- Close the gap between data and decision making.





APPLICATION
MODERNIZATION
INNOVATE. COMPETE. WIN.

KEY REASONS TO MODERNIZE YOUR APPLICATIONS

Agility

- Experiment more quickly
- Improve extended workflows

Security

- Resolve security challenges
- Safeguard reputation

Modernize your application

Scale

- Scale more effectively
- Reach people across multiple platforms

Innovation

- Customize app experiences
- Tailor LOB apps
- Reduce IT maintenance



MIGRATION SHOULD BE APPROACHED HOLISTICALLY

CEO

**Let's
Transform!**

CTO

**How to
Transform?**

CFO

**Return on
Investment?
Profit & Loss?**

End-Users

**New
experiences
and no
disruptions!**

App Owner

**Pace &
Capabilities**

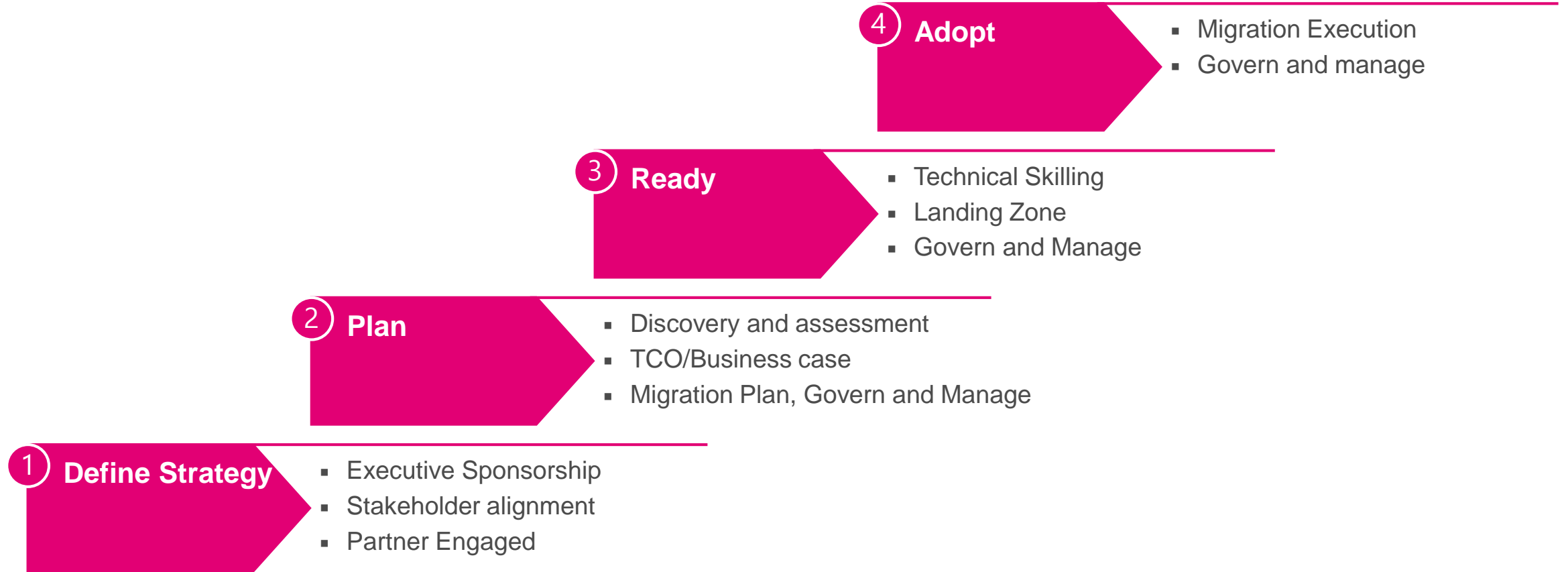
IT

**Governance
and
Management**

Migration is an organizational change management, operations & governance in the cloud, pre-migration business case and post-migration operational readiness matters!

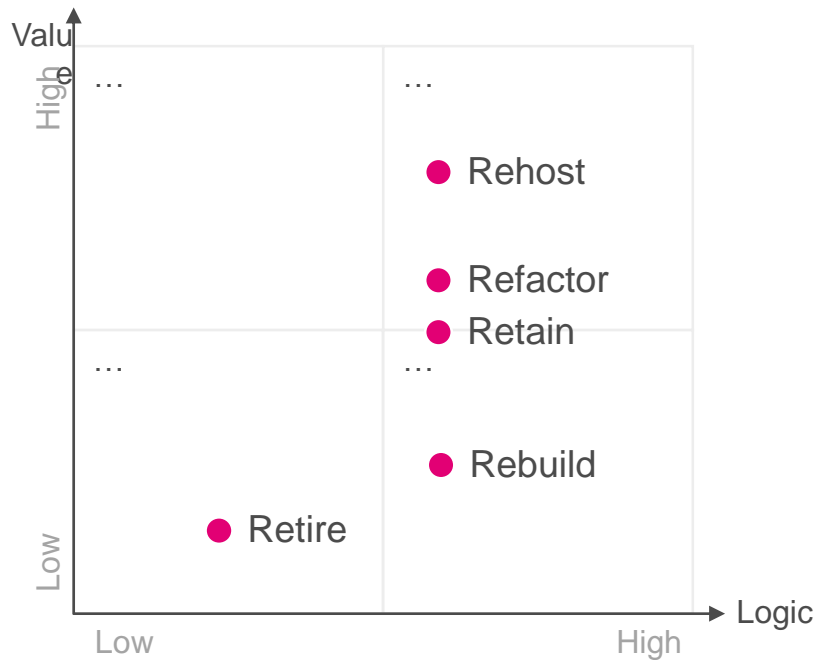


THE MIGRATION JOURNEY



DEFINE YOUR MIGRATION GOAL AND STRATEGY

Define your journey



Retire: Discard App.

Rehost: Keep app but move to new lower TCO platform.

Refactor: Introduce new but small changes to your app.

Retain: Rearchitect the app and enhance with new platform capabilities.

Rewrite: Recode app to use new platform capabilities.

Source: Azure Migration Overview slide deck by Mutlu Kurtoglu and Akshaya Pragadeeshram – Azure Compute - Microsoft
Application Portfolio Modernization by Phi Huynh Microsoft MVP



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APPLICATION MIGRATION STRATEGIES DEFINED

Rehost

Referred to as “lift and shift” migration.

- Application is moved to the cloud provider environment (IaaS) while avoiding as many modifications as possible

Refactor

Enhance your application with small changes

- A quick way to introduce small modernizations to the app.

Retain

Modernize the application

- Application gets rearchitected and enhanced with new capabilities for cloud usage to take advantage of technologies like autoscaling and dynamic reconfiguration.

Rebuild

Recode the app to use new platform capabilities. using cloud native environment

- Application is rewritten using cloud native environment to have the ability to introduce new products and/or services.



REHOST

When to Consider

- When your goal is to improve operational efficiencies and free up data center space.
- Maintenance apps for which hardware becomes not worth additional investment.

Benefits

- Drive higher ROI
- No need to manage data centers
Enjoy flexible and scalable infrastructure

Core technologies

- VM, VM Scale Set

REFACTOR

When to Consider

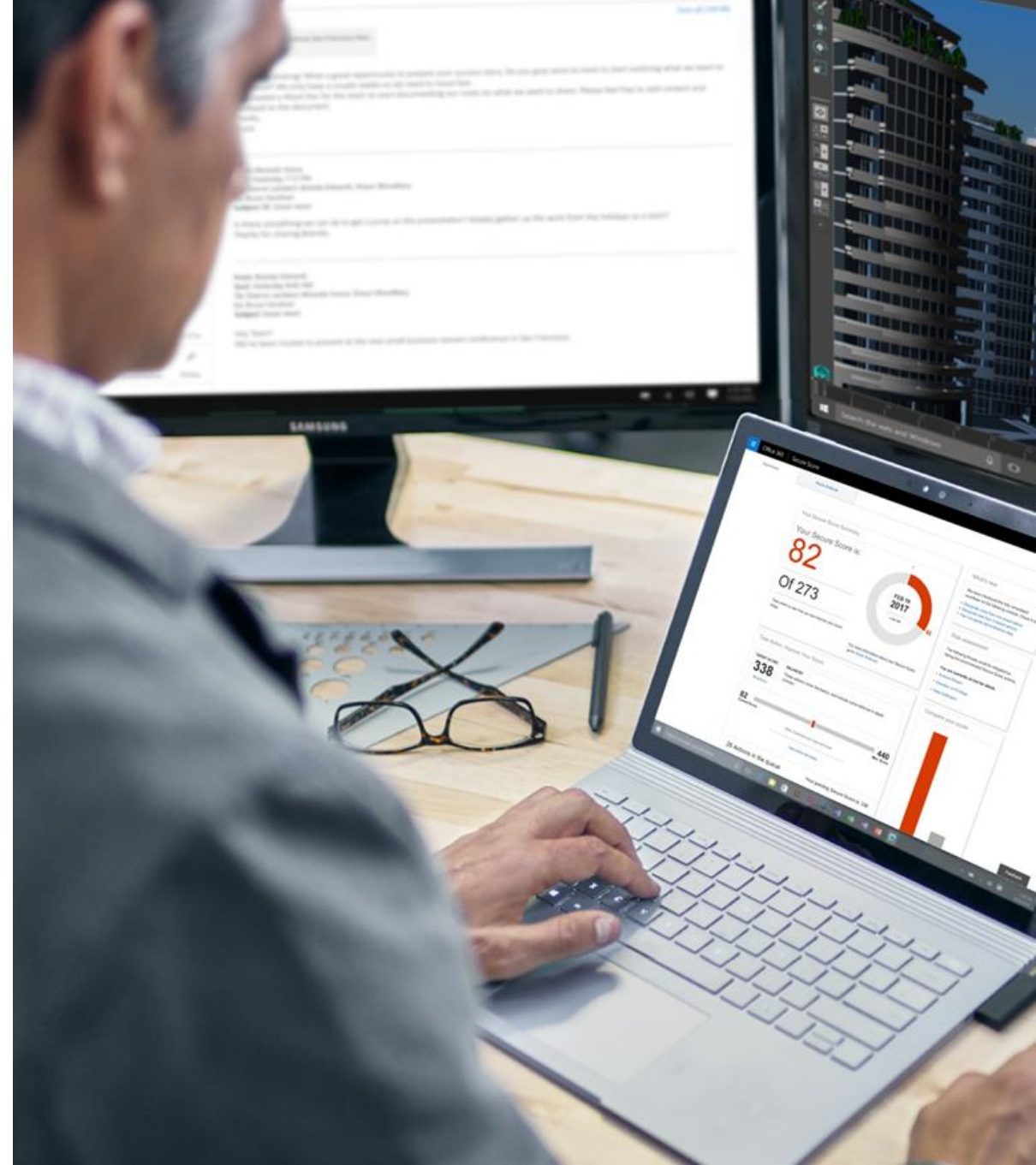
- When you want to leverage existing skills
- Code portability is a concern and codebase is paramount
- Quick fix and modernization of an application

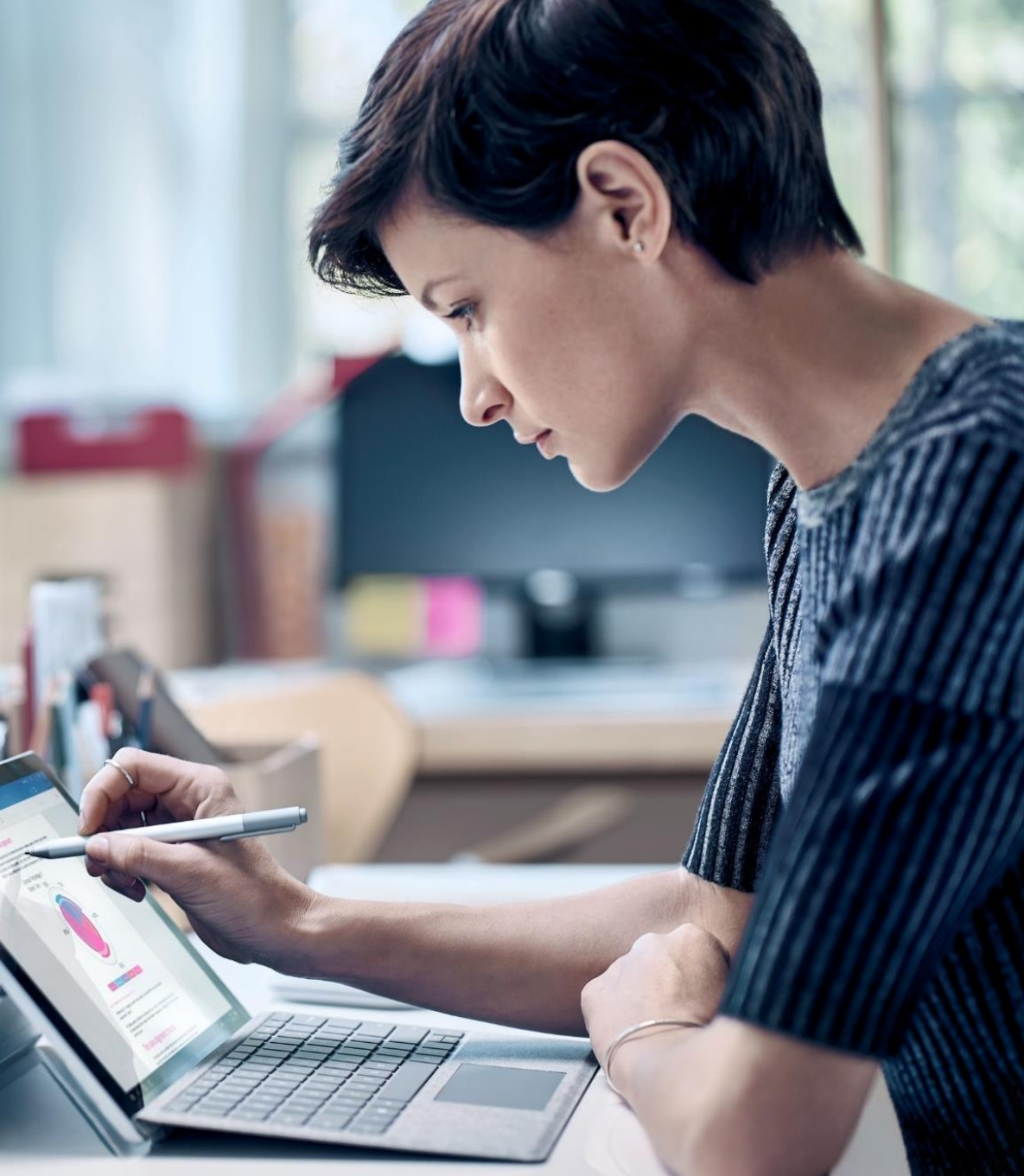
Benefits

- Drive continuous innovation by leveraging built-in technologies.
- Scalability to meet the demands of your business.
- Easy usage of existing programming models, languages and framework.

Core technologies

- Containers, container orchestration, DevOps tools





RETAIN

When to Consider

- When an application needs a major revision
- Incorporate new capabilities.
- Take advantage of the cloud-native capabilities

Benefits

- Leverage existing investments
- Deliver new capabilities and application modernization
- Agility and scale

Core technologies

- PaaS, microservices, containers and FaaS

REBUILD

When to Consider

- Leverage previous investments in a cloud platform.
- Rapid application development.
- Build cloud-native environments, grounds up.

Benefits

- Reduce the Total Cost of Ownership.
- Expedite your business innovation.
- Full leverage of cloud native capabilities and build applications faster.

Core technologies

- Serverless, PaaS





SUCCESS STORY: UNITED TECHNOLOGIES

Project Description

- On-premises Application Workloads moving to Cloud for better flexibility, scalability and recovery.
- 59+ application sites and 44+ servers running AD, DNS was aimed to migrate to Azure.
- Implementing global delivery model for ongoing cloud support for post migration

Value Delivered

- 28% reduction in manual efforts
- 18% reduction in automated alert volumes
- 23% CSAT improvement
- 99% SAL achieved for agreed performance

SUMMARY: APPLICATION MIGRATION

Objective	Migration Strategy			
	Rehost	Refactor	Retain	Rebuild
Deliver new and breakthrough capabilities faster				X
Provide multichannel access, including mobile and IoT				X
More easily integrate with other web and cloud apps			X	X
Enable business agility with continuous innovation		X	X	X
Meet scalability requirements of existing apps more cost effectively		X	X	
Leveraging existing investments	X	X	X	
Free up data center space quickly	X			
Reduce capital expenditure of existing applications	X			
Achieve rapid time to cloud	X			



DIGITAL & CLOUD SERVICES THE RIGHT PARTNER FOR YOU

WHAT MAKES US DIFFERENT

ONE STOP SHOP

- End-to-end service from Infrastructure Platform up to Business Process
- Single vendor for on premise, cloud and hosted DC.

RICH INDUSTRY EXPERIENCE

- Industry and vertical specific solutions (special focus on Engineering, Construction, BFSI and Retail/FMCG)
- Focused Hybrid cloud approach and expertise

TOOLS & ACCELERATORS

- High end tools and framework for best in class service
- Tools advantage - iCloudHub, RapidAdopt, MOSAIC.DS, MOSAIC Assurance suite.

ROBUST PARTNER ECOSYSTEM

- Enables customer to move to the best in class cloud provider seamlessly available at the lowest cost
- Institutional knowledge of public cloud constructs and architecture vs. existing on-premises architecture

TIER 1 CLOUD SERVICE PROVIDER

- MS Cloud Acceleration Center is registered as Tier 1 cloud service provider with Microsoft Azure and has capability to manage end to end customer lifecycle

HYPER-SCALE

- Legacy system upgrade and integration services
- Flexible to support rapidly changing business climate

COST EFFECTIVE

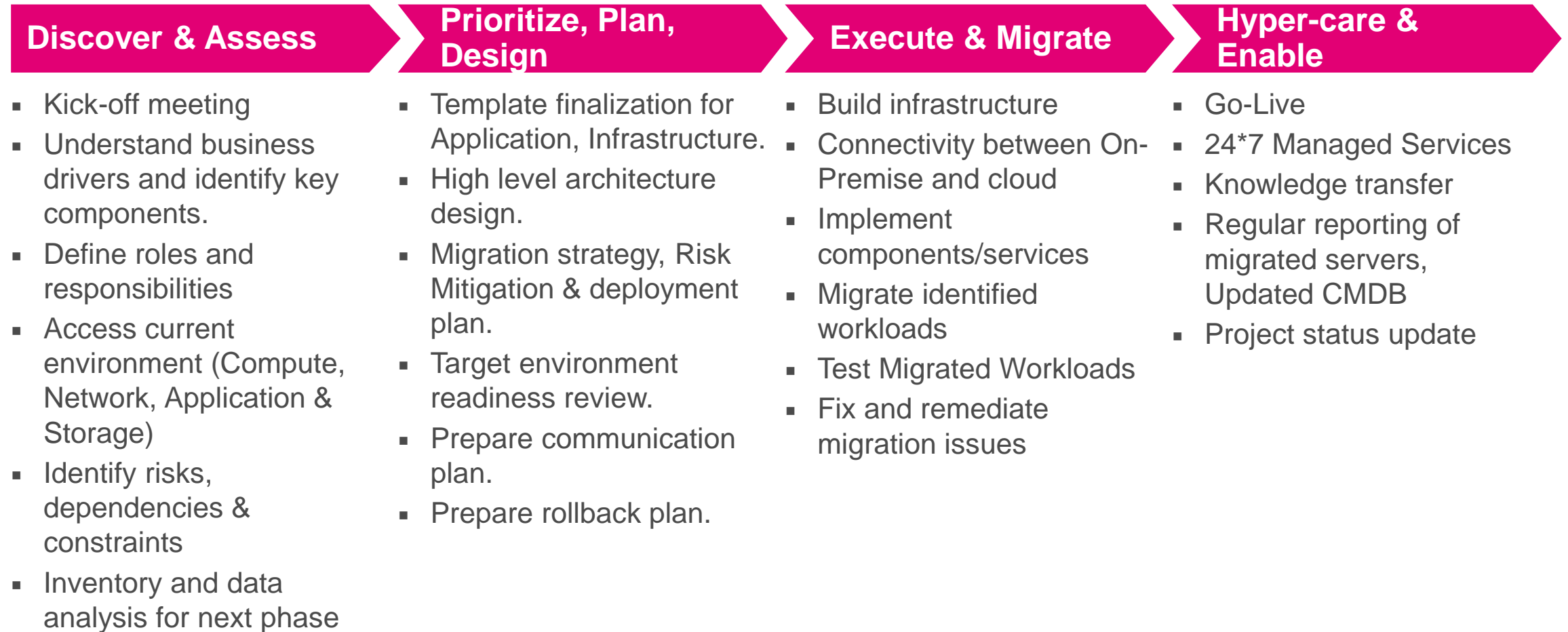
- Need based subscription and pay as you go
- UPM based pricing for managed services

ENTERPRISE-GRADE SERVICE

- Operation Support 24x7
- Industry Leading SLA Guarantee
- Built, deployed and managed secure instances on multi-tenant infrastructure



APPLICATION MIGRATION METHODOLOGY



HOW DO WE MAKE IT A SUCCESS STORY FOR THE CUSTOMER

50+	12000+	8500+	500+	100+
Cloud-engagements	Server assessments for cloud migration	Servers migrated to cloud	Certified Associates	Cloud-native developments
Suite of Services				
Multi Cloud Strategy & Roadmap	Cloud Platform Build & Migration	Multi Cloud Optimization Services	Cloud Enablement Services	Cloud Enablement Services
<ul style="list-style-type: none"> • Discovery & Assessment • Business Case & TCO Analysis • Architecture Strategy & Roadmap 	<ul style="list-style-type: none"> • Design, Construct & Implement • Rehost, ReFactor, Retain, Rebuild • Pilot Migrations with pre migration testing 	<ul style="list-style-type: none"> • Analysis of current inventory & current utilization • Automate cost and security compliance policies • Implement recommendation & cloud savings assessments 	<ul style="list-style-type: none"> • Microsoft, SAP, Oracle on Cloud • Database on Cloud/PaaS • Backup, DR, VDI on Cloud • DevOps 	<ul style="list-style-type: none"> • Establish Cloud Governance Charter • 24*7 Monitoring & Administration • Cloud Management Services • Cloud command center
Key Differentiators				
Experience of handling large and Complex programs		Extreme Automation through Tools and Accelerators		Cross Industry Expertise
Corporate Relationships /Synergy		Proven Digital Transformation experience		One Stop Shop for all Azure needs

OUR COMPETITIVE ADVANTAGES OVER OTHER PROVIDERS

Guarantee better performance

- End-to-end monitoring and business commitments (SLA's)
- Single point of accountability for network, applications and infrastructure

Deliver returns in quickest time

- Accelerated deployment using tools and frameworks created by experienced professionals
- Fully automated processes for small and semi-automated processes for large businesses

Optimize costs

- Lower costs of total deployment through global delivery processes
- Access to best in-class talent following industry best practices

Integrated cloud platform that delivers intelligent cloud services and world-class security



DIGITAL & CLOUD SERVICES DELIVERED FOR YOU

Agility

Global | Regional | Local

Scalability

- International Expertise
 - Local Support

Reliability

Experienced

Complex projects

- Best-in-class Talents
 - Best Practices

Accountability

Trusted Partner | Advisor

End to End provider

- One stop shop
 - Lower TCO

Profitability

Competitive Advantage

Accelerated Time-to-Market

- Accelerated Delivery
 - Accelerated deployment

Our values. Our commitment. Your Success.



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